STATE OF TENNESSEE
Commerce and Insurance

REQUEST FOR PROPOSALS # 33501-211004
AMENDMENT # 2
Electronic Mail Marketing Software Solution

DATE: March 19 2021

RFP # 33501-211004 IS AMENDED AS FOLLOWS:

1. **This RFP Schedule of Events updates and confirms scheduled RFP dates.** ==Any event, time, or date containing revised or new text is highlighted.==

EVENT	TIME (central time zone)	DATE
1. RFP Issued		2/16/2021
2. Disability Accommodation Request Deadline	2:00 p.m.	2/19/2021
3. Notice of Intent to Respond Deadline	2:00 p.m.	2/22/2021
4. Written "Questions & Comments" Deadline	2:00 p.m.	2/26/2021
5. State Response to Written "Questions & Comments"		3/19/2021
6. Response Deadline	2:00 p.m.	3/31/2021
7. State Completion of Technical Response Evaluations		4/16/2021
8. State Opening & Scoring of Cost Proposals	12:00 p.m.	4/19/2021
9. Negotiations (Optional)		4/19/2021 - 4/23/2021
10. State Notice of Intent to Award Released and RFP Files Opened for Public Inspection	2:00 p.m.	4/28/2021
11. End of Open File Period		5/5/2021
12. State sends contract to Contractor for signature		5/6/2021
13. Contractor Signature Deadline	2:00 p.m.	5/13/2021

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall <u>NOT</u> be construed as a change in the actual wording of the RFP document.

Question #	RFP Section	Page #	QUESTION / COMMENT	STATE RESPONSE
1			What is the current email solution that you are using?	The current email solution is Emma.
2			What is the volume of email sent (daily)?	In 2020, we sent out 217 mailings, which equals 0.594 mailings per day. However, these mailings were sent to 918,108 people across all of our subaccounts.
3			Are these emails sent as commercial or transactional emails?	These emails are sent as commercial emails.
4			Would your team need change management/training?	Yes.
5			Do you plan to implement SMS (texting) in the future?	No, not at this time.
6			Is there any planned integration with a CRM platform/Service platform or Data warehouse in the future?	No. Currently, there is no Customer Relationship Management and Service tie-in. All data is maintained within the email solution.
7			What platform do you use for CRM and Service?	N/A. See State Response to Question #6.
8			Do you need the ability to trigger email sends from CRM?	No.
9			What platform do you use for DWH?	Currently, data is manually uploaded to the email solution, often via excel format, and available for export from the email solution in the excel format.
10			Any platforms that might need API integrations?	API integration is not a requirement for this RFP though the need could arise in the future.
11			What KPIs are captured today?	Currently, the KPIs captured are as follows: number of opens (the number of people who opened the email), the number of clicks (consists of the number of people that click a link in the email and captures unique clicks as well), the number of email addresses that successfully receive the email, the number of shares, and the number of opt-outs. Further, it tracks opens by device and client.
12			What are the current deliverability problems? Are you having problems with a specific domain?	Currently, there are no deliverability problems or issues with a specific domain.
13			How do you capture user consent? Do they opt out globally or are there individual lists to unsubscribe from?	User consent is obtained via sign-ups by users either online or in-person. Options to opt-out are provided globally as well as for individual lists.
14			Is the current preference center (subscription tool) out of the box or is it custom development?	The current preference center is "out of the box" rather than custom.
15			Do you need any other features like customer journeys, drag and drop segmentation?	No.
16			Is a campaign calendar used by the marketing teams? Is there a need to involve one?	Currently, a campaign calendar is not used by the marketing team through its email solution.
17			Is there a need approval workflow for marketing assets and communications?	Currently, an approval workflow is not used within the email solution for marketing assets and communications.

Question #	RFP Section	Page #	QUESTION / COMMENT	STATE RESPONSE
18			Is there a separate DAM requirement? (Digital Asset Management)	No.
19			What is the expectation around video and flickr integration? Is this embedding links in an email or on landing pages within the platform?	The expectation is to embed links to TDCI's Flickr and YouTube/video pages. The embedding should consist of the links in an email rather than the landing pages.
20			Are these (https://apps.tn.gov/notify-app/sign_up.html) the preferences that would need to be replicated and migrated in the solution?	Contacts from this web address would need to be migrated periodically into the solution. In addition, contacts that are obtained from other sources would need to be added to the solution. Currently, these are manually uploaded once extracted from the web address.
21	Attachment 6.3.	26-27	Should the cost proposal include professional service fees to implement the platform?	See Pro Forma C.2.
22	4.9.1	12	What is the required documentation that is pursuant to 4.9.1?	See Pro Forma C.9.
23	A.13	iv	The warranty period of 36 months seems burdensome for any supplier. We typically offer a warranty of 30 days. Will this be acceptable to the state?	No. The services should be under warranty for the duration of the contract in order to ensure that the State is receiving the services necessary to fulfill its obligations.
24	B.2	Iv	Is there a unilateral right to renew or does the contractor have the right to agree to renew?	No, renewal(s) are at the State's sole option.
25	C.1	Iv	What is the dollar amount intended? It is written as ($Number).	See RFP 1.1.2.
26	D.19	ix-x	Is our indemnity responsibility in D.19 limited as provided in D.18?	Yes, except for the claims excluded from D. 18
27	D.24	xi	Is the state open to extending the time period to 1 week?	No
28	E.4	xv-xviii	Through this project, will we have access to confidential State data?	No.